



# LEO BURNETT USA.

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June 17, 1996

David Rosenthal  
Webcraft  
Route 1 & Adams Station  
North Brunswick, NJ 08902

Re: Production L  
Pr

The following provides audience quantities  
state names and seed cell information that

faults,  
program.

### Audience Quantities

The total audience for this mailing is 129,1  
follows:

2046166885

is as

Cell #	Cell Definition	Mail Qty.
01	Parliament Competitive Responders 0-18 Months	32,693
02	Party Zone Responders 0-18 Months	1,082
03	Comp. Non-Responders Deciles 1-5	46,605
04	Party Zone Non-Responders Deciles 1-5	18,569
05	Comp. New to DB Deciles 1-5	5,611
06	Party Zone New to DB Deciles 1-5	13,222
07	Model Validation	10,965
90	Hauser Seeds	156
98	Courtesy Seeds	250
	<b>Grand Total</b>	<b>129,153</b>

### Mail Tape Record Layout

The fields from which the laser vendor should pull each response vehicle's OCR code information are provided below. Attachment A provides a copy of the standard layout for mail tapes.

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